

## Partner Brand Manager

### Core information

<b>Location:</b> London/Bracknell	<b>Profession:</b> People
<b>Reports to:</b> Culture & Engagement Lead	
<b>People Management:</b> No ▾ <b>Assignment Management:</b> No ▾	
<b>Partnership Level:</b> Partnership level 6	<b>Manager's Partnership level:</b> Partnership level 5
<b>Number of direct reports:</b> 0	<b>Partnership level(s) of direct reports:</b> 0

### About the John Lewis Partnership

The Partnership is the UK's largest employee-owned business and home to our two well-loved retail brands - John Lewis & Partners and Waitrose & Partners, as well as expanding into new areas beyond retail.

We aren't an ordinary business though. The Partnership is different because everyone who works here isn't just an employee. We are Partners, with a shared responsibility for our success, and we share the rewards when we're successful.

Everything we do is powered by our unique purpose: **Working in Partnership for a happier world.** Our Purpose inspires our principles, drives our decisions and acts as our guide, so that everything we do contributes to Happier People, Happier Business and a Happier World.

### Critical purpose of the role

To lead the development and execution of our Partner brand strategy, improving the connection new and current Partners connect to our Partnership and our Partner Difference, positioning us as an employer of choice. This will work collaboratively with our broader People Teams, Internal Communications, Brand and Marketing, and our Independent / Democratic teams to bring to life our Partner Value Proposition throughout the Partner lifecycle, from attraction to onboarding, learning, progression and through to exit.

### Strategy Development

- Will continuously evolve our Partner Brand Strategy and develop a plan of activity to bring it to life throughout the Partner lifecycle. Will align our strategy to Partnership Difference, our co ownership model and our business goals and objectives.
- Will seek to strengthen our talent strategy and plans with strong Partner brand positioning.

### Proposition Development (PVP)

- Will work with People and Internal Comms to strengthen and agree on our messaging framework to drive consistency and reach.
- Will work with experts / third party partners to create and manage a

### Measures of Success

- Improvement in employer ratings on review sites, eg Glassdoor, etc
- Improved engagement and followership on social channels
- Talent Brand Index (LinkedIn)
- External Recognition "Great Place to Work"
- Partner Advocacy - measured through Peakon
- Improve attraction rates against critical talent groups
- Improvement on first year turnover rates

<p>brand playbook, i.e. tone, look, feel, structure, etc</p> <ul style="list-style-type: none"><li>Will use internal and external research and insight and data to help improve our proposition.</li></ul> <p><b>Content Management</b></p> <ul style="list-style-type: none"><li>Will own the Partner brand content strategy &amp; plan and will deliver key messages using various people channels, working with People SMEs across the various Partner touchpoints/lifecycle.</li><li>Will help support / partner SMEs to ensure key channels reinforce key messages and serve the right content for increased connectivity to our Partner brand (e.g. platform content, including social media, film, etc)</li><li>Will champion key pillars of Partner Difference, and will work with SMEs to shape relevant brand campaigns, including Diversity and Inclusion, Partner Academy, Policies and Benefits, 1% and other key proof points.</li></ul> <p><b>Brand Campaigns</b></p> <ul style="list-style-type: none"><li>Will plan and execute brand campaigns to enhance brand awareness and candidate / Partner engagement. Will work in collaboration with relevant SMEs to activate.</li><li>Will engage with People Partners to understand critical talent groups and will shape tailored brand campaigns to aid talent attraction and retention.</li></ul> <p><b>Measurement</b></p> <ul style="list-style-type: none"><li>Will report on key partner brand metrics and KPI's including Partner sentiment. Will test against external benchmarks in order to continually improve our proposition.</li></ul> <p><b>Personal Development</b></p> <ul style="list-style-type: none"><li>Role model the Partnership Behaviours and proactively invest in your own continuous professional development, both technically and personally. Drive your own contribution conversations and set and review your development goals regularly.</li><li>Participate in the Partnership's democratic channels and encourage others to do so.</li></ul>	<ul style="list-style-type: none"><li>Engagement rates on brand led content</li><li>Improved connectivity to our Partner Difference articulation, including the concept of co-ownership</li><li>D&amp;I showing up in the narrative</li></ul>
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Skills	
Data driven mindset	Able to track brand performance and impact, to continuously improve
Stakeholder management	Able to work with critical stakeholders inside and outside of People in order to activate brand plans
Cross functional Relationships	Able to work with a broad range of specialists to collectively achieve shared goals, drawing upon the expertise of others to enhance brand propositions and campaigns.

Programme Management	Able to manage projects from conception to delivery, well organised, to time and budget, utilising resources efficiently, particularly engaging expertise outside of the team.
Communication (verbal and written)	Ability to effectively convey and receive information, ideas, and emotions through spoken and written means, tailoring the message and medium to diverse audiences within an organisational context, while ensuring clarity, professionalism, and cultural sensitivity.
Internal consultancy skills	Ability to provide expert advice, guidance, and solutions to clients or internal stakeholders by leveraging specialised knowledge, analytical thinking, and problem-solving capabilities. Consultancy skills enable HR professionals to act as strategic partners to the business, moving beyond traditional administrative roles to provide value-added insights and solutions.
Strategic Thinking	Ability to objectively analyse information, critical factors and variables in order to form a judgement that will influence the long-term success of the team, function or business.

**Experience / Demonstrated capability****Essential**

- Will have familiarity with engagement channels, including tools such as LinkedIn, and employer review sites such as Glassdoor and Indeed.
- Will have a strong understanding of Diversity and Inclusion and how it influences employer branding
- Will have strong working relationships with Marketing / Employer Brand consultancies in proposition and concept development.
- Has proven experience in storytelling, copywriting and communications. Preferably has experience in Employer Branding activity or digital marketing.
- Demonstrable experience working with People SME's and People Partners, Internal Communications teams.
- Strong appreciation of Partner touchpoints through the lifecycle and can see how to engage audiences through different content and communications techniques.
- Experience of a multi site, multi brand organisation, with different propositions - customer and people.

Version	Created/updated by	Date
1.0	Su Waters	16.06.2025